Houston HIV Prevention Blog: A Tool for a CBO's Toolbox

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What is the blog?

"We are local Houston organizations who conduct HIV prevention activities. The goal of this blog is to provide a channel of communication between participating agencies in order to coordinate prevention efforts and streamline linkage to care."

Background: problem to address

- Lack of current information regarding other organization's services to relay to clients
- Information was primarily being obtained through meetings attended by fellow colleagues
- Need to demonstrate linkage to care
- Not contractually obligated to create blog; resulted from colleagues desire to solve problem

Design

- Facebook was initial choice
- Identified Social Media expert
- The shell of blog was formed
- Decisions:
 - 1) "Public" vs. "Private" consideration
 - 2) HIV service lingo
 - 3) Look of blog

Desired Features

- FREE!!
- No one agency "owned" it
- Each agency capable of updating their own information
- Usefulness what services are available for a client
- Comprehensive

Factor for Success

- Need for other agency "buy-in"
- Identify members of organizations with social media skills
- Return is only as good as what an agency puts into their post
- Upkeep to post is minimal once initial framework is in place

Accomplishments

- Blog was created with initial agency posts
- Presented concept at a Houston
 Contractor's Quarterly Meeting and RW
 Meeting
- Identified colleagues with more advanced skills to assist with blog posts
- Began setting up meetings with each Houston prevention organization



Houston HIV Prevention Organizations















For more detailed

Resources



June 27, 2012, National HIV Testing Day Activities. AFH, HACS, Legacy, Planned Parenthoond













Suggestions: Information to include in agency post

- Contact staff members for linkage-to-care,
 CTR, interventions, etc...
- Hyperlink contacts with their email address
- Calendar of activities (i.e. testing)
- Use legend symbols designating services for specific target populations
- Hyperlink to agency website for more information

Challenges

- Initial meetings with each agency to introduce blog takes time (Houston has at least 10 HIV prevention providers)
- Not all agencies that want to participate have a staff member with social media skills
- Anticipate stumbling

Next Steps:

- Continue meeting with each agency individually
- Generate list of individuals responsible for each agency's blog post
- Hold a meeting with Blog members to discuss lessons learned
- Introduce Blog to HIV prevention workers
- The HIV Prevention Blog is a living entity and changes/updates will be on-going
- Document activity from the blog
- Invite other surrounding cities to participate

Questions & Answers